

nicole bowen art director

Highly accomplished, innovative professional with extensive experience in Arts & Design, demonstrating exceptional skills and proven track record in delivering impactful visual solutions for diverse clients.

 www.NicBowDesignWorks.com
 Nic.Bow1988@gmail.com
 (864) 986-7490
 Anderson, SC

Areas of Expertise

Graphic Design

Demonstrative expertise in creating visually appealing and impactful designs using various artistic techniques and software tools, encompassing broad range of mediums and styles.

Print & Digital Design

Skilled in both print and digital design, designing for various mediums, such as brochures, packaging, product and presentation graphics, and other digital platforms.

Core Proficiencies

- Adobe Creative Suite
- Branding & Identity
- SolidWorks CAD
- Mac / PC Platforms
- Design & Layout
- Artistic Styling
- Creative Project Management
- Conceptualization & Visual Ideation
- Artistic Direction & Trend Analysis
- Advertising & Marketing Campaigns
- Typography & Visual Communication
- Vendor Procurement

Career Experience

TECHTRONIC DESIGN - TTI Anderson, SC

Graphic Design Manager

Drive new graphic product intent and brand development as design lead. Direct production and layout of artwork and prepress design, facilitating communication and collaboration across departments to ensure project/client specifications met.

- Streamlined vendor procurement process by assisting in both Stateside and Asia.
- Oversaw workflow and supervised five direct reports, including two Senior PGDs and three Entry PGDs.
- Created comprehensive and cohesive VBL guidelines to ensure consistent brand design and development.

2011 - Present
2021 - Present

Senior Product Graphic Designer

Generated engaging and creative graphics to visually represent company's brands. Managed all aspects of graphic design, from planning out illustrations or infographics to maintaining marketing requests.

- Implemented efficient workflow management system for overseeing tasks of one Staff PGD and one intern.
- Developed and maintained repository of product graphics, logo palettes, and patterns, serving multiple product models and over seven brands including RYOBI, RIDGID, and HART.
- Provided support to Industrial Designers and 3rd Party Vendors by managing artwork approvals and facilitating new product development while adhering to VBL specifications.

2019 - 2021

Staff Product Graphic Designer

Formed visually appealing and on-brand designs for various products, ensuring seamless user experience. Collaborated with cross-functional teams to understand project requirements and deliver high-quality graphic assets within tight deadlines.

- Generated innovative solutions to overcome production obstacles.
- Acted as liaison between Technical Publications and TDi to facilitate production label release process.
- Delivered professional retouching and incorporated product graphics into renderings using Photoshop.

2014 - 2019

Product Graphic Designer

Oversaw defining requirements, visualizing, and creating graphics including illustrations, logos, layouts, and photos. Projected product graphics for branding, warning, and instructional purposes using specialized tools.

- Designed visually compelling and informative product graphics for power and lawn care tools.
- Developed and refined CFGs for new products, encompassing color, finish, and graphics specifications.
- Created new position to relieve Industrial Designers of graphic intent responsibility, ensuring product graphics aligned with design vision.

2011 - 2014

Additional Experience

NICBOW DESIGNWORKS, LLC Freelance Graphic Designer

Exploring diverse roles and mediums and fostering creativity beyond product graphics, encompassing:

- Brand Identity
- Technical Drawings
- Presentation Graphics
- Promotional Items
- Large Format Design
- Photo Retouching
- Logo Design
- Menu Design
- Brochures / Booklets
- T-Shirts
- Vehicle Wraps

Remote

2011 - Present

TORQUE CREATIVE Intern / Freelancer - Digital Retouching

Anderson, SC

2008 - 2011

Education

BACHELOR'S DEGREE IN GRAPHIC COMMUNICATIONS

Clemson University

Clemson, SC

- Cooperative Education Certificate
- 3.9 CGPA
- 4 Year NCAA Women's Rowing Athlete
- 2007 - 2011